

--4.(Amended) The method of claim 1, further comprising the steps of

- providing interactions means at said display associated with said promotional message;
- registering any user interaction with said interaction means.--

--5.(Amended) The method of claim 1, further comprising the steps of

- selecting a target group;
- outputting a first promotional message to a first subgroup of said target group;
- outputting a second promotional message to a second subgroup of said target group.
- collecting consumer responses from said first and second subgroups.--

--6.(Amended) The method of claim 1, further comprising the steps of

- selecting said target group based upon non-volatile and volatile data.--

--9.(Amended) The system of claim 7, further characterised by

- means (1) for identifying non-targeted groups;
- means (1) for selecting a background promotional message for said non-targeted groups.--

--10.(Amended) The system of claim 7, further characterised by

- interaction means (10, 11, 12) at said display (7) associated with said promotional message;
- means (4, 5, 6) for registering any user interaction with said interaction means (10, 11, 12).--

--11.(Amended) The system of claim 7, further characterised by

- means (1) for selecting a target group;
- means (6) for outputting a first promotional message to a first subgroup of said target group;
- means (6) for outputting a second promotional message to a second subgroup of said target group;
- means (4, 5, 6) for collecting consumer responses from said first and second subgroups respectively.--

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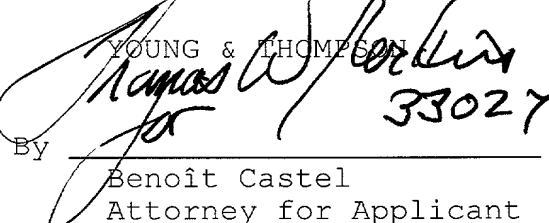
--12.(Amended) The system of claim 7, further characterised by

-means for selecting said target group based upon non-volatile data and based upon volatile data.--

R E M A R K S

The above changes in the claims merely place this national phase application in the same condition as it was during Chapter II of the international phase, with the multiple dependencies being removed. Following entry of this amendment by substitution of the pages, only claims 1-12 remain pending in this application.

Respectfully submitted,


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August 17, 2001